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November 11, 1944

No. 84

The SIXTH WAR LOAN DRIVE. . . . The campaign book for the Sixth War Loan Drive has just been issued. In its agricultural section it tells that farmers bought about $1\frac{1}{2}$ billion dollars worth of war bonds in 1943. If agriculture is to double that figure in 1944, a billion dollars in bonds must be sold in the Sixth Loan Drive. Significantly, in the Fifth Loan Drive, 57 percent of the farmers solicited bought bonds compared with only 12 percent of those not solicited. While only 40 percent were personally solicited in the last drive, there is a much greater opportunity in the coming drive because farmers will not be so busy. Agricultural people are urged to cooperate in the Sixth War Loan Drive--particularly since buying bonds will serve a triple purpose: (1) help finance the war, (2) build savings for post-war requirements; (3) lessen the danger of a false land boom which threatens when farmers pay too much for farm real estate.

In connection with the Sixth War Loan Drive, a letter is being sent to all members of State USDA War Boards calling attention to the opportunity for field offices of the Department to cooperate through the showing of new 16 mm. war films at regular meetings of farm people from now until the end of the year. The War Finance Division of the Treasury Department, which conducts the War Loan campaign, has asked the Department of Agriculture and War Food Agencies for assistance in presenting to American farmers during the Sixth War Loan Drive certain motion picture films devoted to different phases of the war, which films field people can obtain without cost for showings at regular meetings. For details on how to obtain these films get in touch with your nearest USDA War Board member.

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ROUND-UP OF ADS USED IN FFFF CAMPAIGN. . . . The latest report of the Advertising Checking Bureau shows that government mats on Food Fights for Freedom programs were used in 154 ads during September and 2,110 ads since March 1. In the cumulative period since March 1, which represents most of the government mats sent to daily newspapers in the proof books for 1944, the ads run included: 136 ads on Understanding of Food themes, 379 ads on Price Control and Rationing, 449 on the No Point--Low Point Food Program, 466 on Victory Gardens, 401 on Home Canning, 229 on Cut Food Waste. These ads were prepared in cooperation with the War Advertising Council. Proofs were sent to daily newspapers, and formula folders telling about the ads were sent to advertisers who might desire to sponsor them. In most cases, the ads were paid for by advertisers that received the formula folders, and the newspapers running them ordered the mats from the proof books which were sent to them by WFA and OPA. (OPA sent the proof books and formula folders on Price Control and Rationing; WFA sent those on all the other programs comprising Food Fights for Freedom.)

THREE FACT SHEETS have recently been issued, one on Social Security for Farmers, another on Trends in Foreign Agricultural Policies, and another on Post-War Agricultural-Industrial Relations in Agriculturally Based Communities. All three of these fact sheets are being distributed to the field in accordance with requests submitted by the various Department agencies.

GOALS MEETINGS SCHEDULED. . . . The dates for 1945 goals meetings in the various States have now been set and nine goal teams have been selected from WFA personnel. The first of this series of meetings will be held on November 20-21 in Nebraska, Wisconsin, Kansas, New Mexico, and New York. The team leader in each instance is a representative of Triple-A. The complete schedule is as follows:

SOUTHERN DIVISION

Team No. 1

Miss. Nov. 24-25
La. " 27-28
Ala. " 29-30

T. Ayers, Team Leader

Team No. 2

Ark. Nov. 24-25
Tex. " 27-28
Okla. " 29-30

C. Walker, Team Leader

Team No. 3

Fla. Nov. 27-28
Ga. " 29-30
S. C. Dec. 1-2

J. Daniels, Team Leader

NORTH CENTRAL DIVISION

Team No. 1

Neb. Nov. 20-21
Iowa " 22-23
Minn. " 24-25
S. Dak. " 27-28
Mo. " 30-Dec. 1

L. K. Smith, Team Leader

Team No. 2

Wis. Nov. 20-21
Ohio " 22-23
Ind. " 24-25
Ill. " 27-28
Mich. " 29-30

G. Smith, Team Leader

WESTERN DIVISION

Team No. 1

Kans. Nov. 20-21
Wyo. " 24-25
Idaho " 27-28
Ore. Dec. 1-2
Wash. " 4-5
Mont. " 7-8
N. Dak. " 12-13

G. Geissler, Team Leader

Team No. 2

N. Mex. Nov. 20-21
Ariz. " 24-25
Calif. " 28-29
Nev. Dec. 1-2
Utah " 4-5
Colo. " 7-8

M. Thompson, Team Leader

EAST CENTRAL DIVISION

Dela. Nov. 21-22
Md. " 24-25
N. C. " 27-28
W. Va. " 30-Dec. 1
Va. Dec. 5-6
Ky. " 8-9
Tenn. " 11-12
C. D. Lewis, Team Leader

NORTHEAST DIVISION

N.Y. Nov. 20-21
Penna. " 28-29
Conn. " 29-30
Vt. Dec. 4-5
Mass. " 5-6
H. H. " 7-8
N. J. " 11-12
R. I. " 13
Maine " 14-15

A. Manchester, Team Leader

SECRETARY WICKARD will talk at a state-wide meeting of REA Cooperatives at Austin, Texas on November 15. . . He will talk about the Related Interests of Agriculture and Industry at a joint meeting of Colleges and the National Association of Manufacturers at College Station, Texas, on November 16. He will speak informally on the morning of November 21 at a meeting of REA Cooperatives at Denver and in the afternoon of the same day will talk about What's Ahead for The Family-sized Farm at the annual convention of the Farmers Union.

SOCIAL SECURITY FOR FARMERS will be discussed on the Farm and Home Hour (12:30 EWT) November 18 by Dr. Carl Taylor of BAE and Arthur Ackerman of the Social Security Board with Connie B. Gay of the USDA Radio Service acting as moderator. . . Ruth Van Deman will give up-to-the-minute news and information for homemakers.

ANTI-INFLATION CAMPAIGN. . . . Records show that food prices have been held down better during this war than during World War I. In spite of strong inflationary pressures, food prices have been held almost stable for the past year and a half, but a very critical period confronts the present price control program and it is good business for everyone to join in the Grocer-Consumer Campaign to help keep food prices down and avoid another crash. Here is the record of the swift rise and fall in retail prices of 19 important food items after the armistice in 1918.

Item	November 11, 1918	By the middle of 1919	Then by the middle of 1920	Late in 1920	This was
Wheat flour (1b)	: 6.7¢	6.6¢	8.8¢	4.5¢	48.9%
Wheat cereals (28-oz. pkg.)	: 25.9	25.0	30.4	24.3	20.1
Corn meal (1b)	: 6.5	5.9	7.0	3.8	45.7
Rice (1b)	: 14.0	13.4	18.7	8.7	53.5
Round steak (1b)	: 38.5	35.9	45.0	30.2	32.9
Rib roast (1b)	: 32.0	30.2	35.9	26.5	26.2
Chuck roast (1b)	: 27.5	24.2	29.7	18.9	36.4
Pork chops (1b)	: 43.3	37.3	50.0	28.9	42.2
Sliced ham (1b)	: 52.4	49.9	60.4	44.2	26.8
Leg of lamb (1b)	: 35.1	33.4	43.0	30.0	30.2
Chicken (1b)	: 39.3	38.4	47.8	33.6	29.7
Butter (1b)	: 66.8	57.2	78.0	40.2	48.5
Fresh milk (qt)	: 15.4	14.9	17.3	12.5	27.7
Fresh eggs (doz)	: 74.1	48.3	92.4	31.7	65.7
Bananas (doz)	: 37.0	35.0	47.8	34.0	28.9
Oranges (doz)	: 51.5	51.0	71.8	43.7	39.1
Potatoes (1b)	: 3.3	2.9	10.3	2.1	79.6
Lard (1b)	: 34.2	32.1	42.0	15.4	63.3
Sugar (1b)	: 10.8	10.6	26.7	6.2	76.8

The backbone of the current drive to keep food prices down is the display in stores of OPA ceiling price lists where they are conspicuous to consumers. In order to help merchants and shoppers make good on the campaign slogan, "We Post 'em -- You Check 'em," many trade and consumer organizations are actively publicizing a basic yardstick for all well-posted stores which includes suggestions for the posting of grocery, meat, fruit and vegetable, and soap price lists.

DISTRIBUTION OF FOOD is the subject of CONSUMER TIME'S November 18 radio show.

Using meat as an example, listeners will hear the story about transportation of meat from the hoof to the time it is served at the table. Information will be given on meat at the packing house, in cold storage freezers, curing, and how meat is prepared for overseas shipment.

OPA ADMINISTRATOR CHESTER BOWLES will have two guests on his regular Thursday evening broadcast over the Blue network on November 16, at 7:45 p.m. EWT. The guests will be Allen Kee, a grocer from Dorchester, Mass. and Mrs. Ruth Moffat, a consumer. The program will originate in Boston and will center around the Grocer-Consumer Anti-Inflation Campaign.

USDA RELEASES OF SPECIAL INTEREST Certain foods removed from import control --3499; Farm population estimates--3508; WFA offers shell eggs for sale--3509; Cold damage to fruits, vegetables discussed in new circular (Freezing Injury of Fruits and Vegetables, circular 713)--3517; War produces sweeping change in British agriculture--3519; Cotton purchase program under way; November prices increased 5 points--3525; Program announced for canned grapefruit juice--3531; Maximum Prices with respect to agricultural commodities--3535; annual agricultural outlook conference--3542.

OTHER AGRICULTURAL RELEASES. . . . Temporary ceiling prices established for emergency open yard storage of raw cotton in Oklahoma and Texas--OPA-4947; Prices adjusted for Florida grapefruit and oranges--OPA-4959; New schedule of effective dates for sweet potato ceiling prices--OPA-4954; Producer ceiling prices on onion sets established for 1944-45 season--OPA-4961; Legume and grass seeds regulation clarified and amended--OPA-T-2726.

